

*Boys action 4/3*

|  |                | Allocation Summary                |        |                |
|---|----------------|-----------------------------------|--------|----------------|
| Brand   | Virginia Slims |                                   |        |                |
| Umbrella  | 113            | 1996 VS Book Of Days Program      |        | Status Open    |
| Promotion   | 1272           | 10/96 BOD Program (1997 calendar) |        | Status Planned |
| Offer   | 1430           | 10/96 VS BOD Carton 30 DI         | Retail | Status Planned |
| <u>PM Express Kit#:</u>   |                | 043A                              |        |                |
| <u>Kit Description:</u>   |                | VS BOD Carton 30 DI               |        |                |
| <u>Deals/Kit:</u>   |                | 30                                |        |                |
| <u>Sales Kit Allocation:</u>  |                |                                   |        |                |
| NATIONAL  |                | 8,699                             |        |                |
| REGION1 (1)   |                | 895                               |        |                |
| BANGOR (1A0)  |                | 0                                 |        |                |
| BOSTON (1B0)  |                | 0                                 |        |                |
| HARTFORD (1C0)  |                | 0                                 |        |                |
| RHODE ISLAND (1...  |                | 0                                 |        |                |
| ALBANY (1E0)  |                | 0                                 |        |                |
| SYRACUSE (1F0)  |                | 0                                 |        |                |
| BUFFALO (1G0)   |                | 0                                 |        |                |
| NEW YORK (1H0)  |                | 527                               |        |                |
| PHILADELPHIA (1I0)  |                | 368                               |        |                |
| HARRISBURG (1J0)  |                | 0                                 |        |                |
| REGION2 (2)   |                | 3,546                             |        |                |
| BALTIMORE (2A0)   |                | 182                               |        |                |
| WASHINGTON (2B0)  |                | 376                               |        |                |
| RICHMOND (2C0)  |                | 452                               |        |                |
| RALEIGH/DURHA...  |                | 153                               |        |                |
| CHARLOTTE (2E0)   |                | 224                               |        |                |
| COLUMBIA (2F0)  |                | 157                               |        |                |
| GREENVILLE (2G0)  |                | 103                               |        |                |
| KNOXVILLE (2H0)   |                | 163                               |        |                |
| NASHVILLE (2I0)   |                | 239                               |        |                |
| ATLANTA (2J0)   |                | 502                               |        |                |
| BIRMINGHAM (2K0)  |                | 275                               |        |                |
| SAVANNAH (2L0)  |                | 191                               |        |                |
| JACKSONVILLE (...)  |                | 105                               |        |                |
| PENSACOLA (2N0)   |                | 230                               |        |                |
| ORLANDO (2O0)   |                | 91                                |        |                |
| TAMPA (2P0)   |                | 82                                |        |                |

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PM Express Kit#:  
Kit Description:

043A  
VS BOD Carton 30 DI

Deals/Kit:

30

Sales Kit Allocation:

|                     |       |
|---------------------|-------|
| MIAMI (2Q0)         | 21    |
| REGION3 (3)         | 2,269 |
| ST. LOUIS (3A0)     | 127   |
| SPRINGFIELD (3B0)   | 0     |
| PADUCAH (3C0)       | 0     |
| MEMPHIS (3D0)       | 226   |
| JACKSON (3E0)       | 254   |
| LITTLE ROCK (3F0)   | 173   |
| NEW ORLEANS (3...   | 278   |
| LAKE CHARLES (...)  | 95    |
| DES MOINES (3I0)    | 0     |
| OMAHA (3J0)         | 0     |
| KANSAS CITY (3K0)   | 0     |
| TULSA (3L0)         | 72    |
| OKLAHOMA CITY (...) | 143   |
| DALLAS/FT. WOR...   | 469   |
| MIDLAND (3O0)       | 0     |
| ALBUQUERQUE (...)   | 0     |
| HOUSTON (3Q0)       | 334   |
| WACO/TEMPLE (3...   | 98    |
| SAN ANTONIO (3S0)   | 0     |
| REGION4 (4)         | 1,321 |
| PITTSBURGH (4A0)    | 208   |
| CLEVELAND (4B0)     | 0     |
| COLUMBUS (4C0)      | 0     |
| CINCINNATI (4D0)    | 0     |
| SAGINAW (4E0)       | 82    |
| DETROIT (4F0)       | 304   |
| GRAND RAPIDS (4...  | 75    |
| TOLEDO (4H0)        | 98    |
| INDIANAPOLIS (4I0)  | 0     |
| LOUISVILLE (4J0)    | 75    |
| LEXINGTON (4K0)     | 0     |
| CHICAGO (4L0)       | 314   |
| PEORIA (4M0)        | 165   |
| GREEN BAY (4N0)     | 0     |
| MINNEAPOLIS (4O0)   | 0     |
| SIOUX FALLS (4P0)   | 0     |
| MILWAUKEE (4Q0)     | 0     |
| REGION5 (5)         | 668   |
| ALASKA (5A0)        | 0     |
| SPOKANE (5B0)       | 0     |
| SEATTLE (5C0)       | 0     |
| PORTLAND (5D0)      | 0     |
| DENVER (5E0)        | 0     |
| SALT LAKE (5F0)     | 0     |

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|                              |                     |  |  |
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| <u>PM Express Kit#:</u>      | 043A                |  |  |
| <u>Kit Description:</u>      | VS BOD Carton 30 DI |  |  |
| <u>Deals/Kit:</u>            | 30                  |  |  |
| <u>Sales Kit Allocation:</u> |                     |  |  |
| PHOENIX (5G0)                | 0                   |  |  |
| SACRAMENTO (5...             | 134                 |  |  |
| SAN FRANCISCO (...           | 0                   |  |  |
| FRESNO (5J0)                 | 0                   |  |  |
| HAWAII (5K0)                 | 81                  |  |  |
| LOS ANGELES (5...            | 453                 |  |  |
| SAN DIEGO (5M0)              | 0                   |  |  |
| RESERVE (7)                  | 0                   |  |  |
| MILITARY (8)                 | 0                   |  |  |

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